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SUBJECT: MANAGEMENT SCIENCE

TITLE OF RESEARCH

BUYING BEHAVIOUR OF RURAL CONSUMERS BASED ON M-COMMERCE WITH REFERENCE TO NANDED DISTRICT MAHARASHTRA.

PROPOSED SYNOPSIS ON

BUYING BEHAVIOUR OF RURAL CONSUMERS BASED ON M-COMMERCE WITH REFERENCE TO NANDED DISTRICT, MAHARASHTRA.

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BUYING BEHAVIOUR OF RURAL CONSUMERS BASED ON M-COMMERCE WITH REFERENCE TO NANDED DISTRICT, MAHARASHTRA

I. INTRODUCTION-

The M-Commerce stands for Mobile Commerce, was originally taken in 1997 by Kevin Duffy at the launch of the Global Mobile Commerce Forum, to mean "the delivery of electronic commerce/ transaction capabilities directly into the customer's hand, anytime & anywhere, via wireless network technology". M-Commerce is the buying and selling of goods and services over the internet through wireless technology like as mobile phones and personal digital assistants (PDAs). Day by day many peoples are transferring to M-Commerce to attain good and fast transaction into market. M-Commerce become distinguished in Indian people, quickly during few years. M-Commerce includes many applications, technology, services and business models.

II. DEFINITION OF M-COMMERCE-

Mobile commerce refers to a wide range of online business transactions for applications, goods and services. "The use of mobile devices to communicate, interact via an always-on high-speed connection to the Internet." "M Commerce is the use of information and communication technologies for the use of mobile integration of different value chains in business processes and business relationships." "Mobile Commerce is the use of mobile handheld devices to communicate, inform transact and entertain using text and data via a connection to public and private networks."

III.DEFINITION OF CONSUMER BEHAVIOR-

Consumer behavior means the study of individuals, groups or organizations about their process of selecting, securing, using and disposing the products, services, experiences or ideas to satisfy needs and the impact of these processes on the consumer and the society. Behavior concerns either with the individual or the group (e.g. in college friends influence what kind of clothes a person should want to wears) or a firm (peoples working in firm make decision as to which products the firm should use.) The use of product is often so important to the marketer because

this may influence how a product is best positioned or how they can encourage increased consumption. Consumer behavior involves services and ideas as well as tangible products. Donald Rogan, 2007 explained the relationship between consumer behavior and marketing strategy. He has stated that “strategy is about increasing the probability and frequency of buyer behavior. Requirements for succeeding in doing this are to know the consumer and understand the consumer’s needs and wants.” Chisnall (1995) points out that human needs and motives are inextricably linked and that the relationship between them is so very close that it becomes difficult to identify the precise difference which may characterize them. People may buy new jackets because it protects them against the weather, but their real underlying dominant need may be to follow the latest fashion trend.

VII. IMPORTANCE & RATIONALE OF THE RESEARCH STUDY-

Use of M-commerce become popular in India in these days and the main reason behind this popularity is availability of mobile phones at reasonable rate and therefore people become use to of using mobile phone. One more reason which influence the popularity is internet facility in mobile at feasible rate. In today's economic scenario, business and public sector i.e. telecommunication, financial institutions are utilizing large number of cell phones and even facility of providing information through SMS grooming these days facility of mobile banking is introduced which provide facility to common people for making payment of bill easily and also helpful in ticket limit Rs. 50000 is made by RBI for mobile payment. Even mobile phones/smart phones can be used the payment and then utilize that money later. Reliance also offer the service that is discussed above. Kenyan Pisa, an open wallet system, it works for rapid growth in M-commerce service in India.

RISE OF M-COMMERCE

India Internet Users-**462,124,989**

Internet Users in India (2016*)

- Share of India Population: **34.8 %** (penetration)
- Total Population : **1,326,801,576**
- Share of World Internet Users: **13.5 %**

- Internet Users in the World: **3,424,971,237**

Year	Internet Users**	Penetration (% of Pop)	Total Population	Non-Users (Internet less)	1Y User Change	1Y User Change	Population Change
2016*	**462,124,989**	34.80%	1,326,801,576	864,676,587	30.50%	108,010,242	1.20%
2015*	**354,114,747**	27%	1,311,050,527	956,935,780	51.90%	120,962,270	1.22%
2014	**233,152,478**	18%	1,295,291,543	1,062,139,065	20.70%	39,948,148	1.23%
2013	**193,204,330**	15.10%	1,279,498,874	1,086,294,544	21.50%	34,243,984	1.26%
2012	**158,960,346**	12.60%	1,263,589,639	1,104,629,293	26.50%	33,342,533	1.29%
2011	**125,617,813**	10.10%	1,247,446,011	1,121,828,198	36.10%	33,293,976	1.34%
2010	**92,323,838**	7.50%	1,230,984,504	1,138,660,666	48.50%	30,157,710	1.38%
2009	**62,166,128**	5.10%	1,214,182,182	1,152,016,054	18.60%	9,734,457	1.43%
2008	**52,431,671**	4.40%	1,197,070,109	1,144,638,438	12.50%	5,834,088	1.47%
2007	**46,597,582**	4%	1,179,685,631	1,133,088,049	42.90%	13,995,197	1.51%
2006	**32,602,386**	2.80%	1,162,088,305	1,129,485,919	19.30%	5,275,016	1.55%
2005	**27,327,370**	2.40%	1,144,326,293	1,116,998,923	22.80%	5,067,787	1.59%
2004	**22,259,583**	2%	1,126,419,321	1,104,159,738	19.10%	3,567,041	1.63%
2003	**18,692,542**	1.70%	1,108,369,577	1,089,677,035	11.50%	1,926,786	1.67%
2002	**16,765,756**	1.50%	1,090,189,358	1,073,423,602	136.90%	9,689,725	1.71%
2001	**7,076,031**	0.70%	1,071,888,190	1,064,812,159	27.30%	1,518,576	1.75%

* Estimate for July 1, 2016

** **Internet User** = individual who can access the Internet at home, via any device type and connection.

Source: ***internet Live Stats*** (www.InternetLiveStats.com)

Elaboration of data by *International Telecommunication Union (ITU), World Bank, and United Nations Population Division*.

The need to involve to study on **Buying behavior of rural consumers based on M-commerce with reference to Nanded district, Maharashtra** is necessitated due to change mode of buying, in consumption pattern, buying behavior & lifestyle of people .In the light of this present research

study will be undertaken, so for such an extensive research study has not been undertaken. However few studies available in the form of research paper, article etc. on one or two aspect of M -Commerce hence in view of this it felt necessary to the researcher to study covering wider area of buying behavior of rural consumers due to M-Commerce on Nanded district Consumers of Maharashtra. Therefore, the title of my research study "**Buying behavior of rural consumers based on M-commerce with reference to Nanded district, Maharashtra**''

VI. LITERATURE REVIEW –

The spectrum used for the review of literature focuses upon the meaning, benefit and drawbacks & effects of buying behavior of NANDED district consumers. According to Sujata P. Deshmukh, Prashant Deshmukh and G.T. Thampi, The M-commerce is the branch of E-commerce technology, in short we can say that, e-commerce transaction carried out using a mobile hand held devices. Today internet is the part of our daily life for communication, business transaction and market transaction, but India is a country of many different languages, only 4% of people know very well about the English language. If M-commerce use local language, this will not only ensure quickly adoption by the customers but also will be an instant success.

Paul Budde's paper, "Australia -Mobile Data - Mobile commerce and M-Payment" (2010), communication expert, provides the overview of mobile commerce in the Australia and identifies the impact factor that will be important for the future of the market transaction. Paul resist that, M-commerce market place in Australia is small compare to Asian market. K.S. Sanjay (2007) states that, Mobile hand held technology is less cost included and also provides a better flexibility and effectiveness to its users. M-commerce is also a subset of E-commerce, but the difference lies that M-commerce uses wireless technology. So it gives flexible and convenient experience. According to Tandon, Mandal ,& Saha, M-commerce has explored and presented the possible problems in mobile commerce. They had tried to bring out the possible benefits and issues associated with this wireless technology. Many wireless technology have been discussed in the paper.

IV. OBJECTIVE OF THE RESEARCH STUDY:

Main objectives of this study are as follows:-

1) To study the buying behavior of rural consumers based on m-commerce with reference to Nanded district, Maharashtra.
2) To study the role of Telecom Services Providers in promoting the M-Commerce.
3) To study the role of smart devices for doing transactions through M-Commerce.
4) To study the actual demand of M-Commerce over physical transaction on rural consumers buying behavior.
5) To study the buying behavior, consumption pattern, changes in lifestyle of consumers.

V. HYPOTHESES OF THE RESEARCH STUDY-

1. **Null hypothesis:** There is no significant effect of m-commerce on buying behavior of rural consumers.

2. **Null hypothesis:** Telecom Service Providers had not played any significant role in promoting the M-commerce on rural consumers.

3. **Null hypothesis:** Consumers are not confident to use smart devices for m-commerce in rural area.

4. **Null hypothesis:** There is no demand for m-commerce compared to physical transactions on rural consumers.

5. **Null hypothesis:** There is no such significant impact on buying behavior, consumption pattern & lifestyle of rural consumers.

VIII. RESEARCH METHODOLOGY-

1. **Type of research design –** This is descriptive research design for conducting the research work for the above title.

2. **Source of data collection-**

Primary data: for this research work primary data will be collected by visiting retail outlets & walk-in consumers in person scattered all over Nanded.

Secondary data: To collect the information required for this study will be collected from various sources like books, journals, research paper, research article, reports of government, and reports of national and international agency newspaper and extensive use of various related web sites

3. **Research approach-** this is purely survey method will be used by researcher to collect necessary and first-hand information of the consumers.

4. **Research instrument-** to collect necessary and required information will be collected though designing questionnaires, scheduler method, interview to make related inquires for research work.

5. **Type of questionnaire-** for this study structured and defined form of questionnaire to collect the required information for study.

6. **Types of questions-** To make necessary inquiry for research work closed ended questionnaires are prepared by the researcher.

7. **Universe or population of study-** To conduct the research work the researcher has defined the universe Nanded as a whole.

8. **Sample plane-**

    1. **Sampling units-** Smartphone using consumers & retailers are the units for this research work.

9. **Sample size-** Total no of respondent for research study are 500 -600 consumers scattered all over Nanded.

10. **Method of sampling-** to choose sample for M-Commerce Users, census method will be used

To choose sample of M-Commerce users purposive sampling method of **non-probability sampling** will be used as universe for this group is not define and not available in the definite form.

11. **Contact method**- to conduct the research work researcher will be visited in person to get necessary and required information for research work.

IX. Limitation of the study: Growth of mobile commerce in Nanded is about 2% but we are able to increase this growth level if we take some appropriate steps for making some relevant policies and make factors more favorable for mobile commerce growth. Various types of challenges are faced by M-commerce like: -

Wireless network coverage, Security issues, Technical mismatching among various devices (Wireless), Lack of standard etc., slow access speed High cost of phones

There are the some issues which directly or indirectly affects the growth of M-commerce adversely. Many of the challenges faced by M-commerce are as follows: -

1) **Lack of awareness**
2) **Low Internet Connectivity (2G, 3G)**
3) **Lack of Simple, standardized payment Mechanism**
4) **Imbalance between service providers & network providers.**

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PROPOSED CHAPTER SCHEME OF RESEARCH STUDY:

CHAPTER NO.	TITLE OF THE CHAPTER
1	INTRODUCTION
2	RESEARCH METHODOLOGY
3	REVIEW OF LITERATURE
4	HISTORY OF M-COMMERCE
5	BUYING BEHAVIOR ON RURAL CONSUMERS
6	DATA ANALYSIS AND INTERPRETATION
7	FINDINGS,CONCLUSIONS AND SUGGESTIONS

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